

FREDERICK LOESER & CO.

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Echoes from Annual Linen Sale.

Prices the Lowest Ever Known.

This January offer of linens is of moment to every good housekeeper. It is only necessary to point to the achievements of last week to emphasize the opportunities. Brooklyn's appreciation of these is our best advertisement. The sale continues this week with just as great savings and the prices are really the lowest in the history of the business.

AT 39c. INSTEAD OF 50c.—Extra heavy all linen cream damask, 62 inches wide.
AT 49c. INSTEAD OF 65c.—Heavy cream all linen damask, 66 inches wide.
AT 69c. INSTEAD OF 80c.—Silver bleached Austrian damask, all linen, fine quality, 72 inches wide.
AT 98c. INSTEAD OF \$1.25.—Extra heavy and fine quality all linen cream damask, 72 inches wide.
AT 57c. INSTEAD OF 75c.—Very fine quality of bleached all linen Scotch damask, 64 inches wide.
AT 85c. INSTEAD OF \$1.10.—Extra heavy and fine quality all linen bleached Scotch damask, 68 inches wide.
AT \$1.10 INSTEAD OF \$1.25.—Extra heavy all linen double bleached damask, satin finish, 72 inches wide.
AT \$1.25 INSTEAD OF \$1.50.—Extra heavy double satin bleached Scotch damask, 72 inches wide.
BLEACHED DAMASK CLOTHS, all hemmed ready to use, from 2 to 3 yards in length, price \$1.65 up to \$2.52 each, 1/2 under usual selling price.
AT \$1.25 INSTEAD OF \$1.75.—Bleached Scotch napkin, extra quality, size 20 inches, limited quantity to each customer.
AT \$1.50 INSTEAD OF \$2.00.—Extra fine quality of bleached Scotch napkin, size 20 inches.

AT \$1.98 INSTEAD OF \$2.50.—Extra heavy quality of bleached Scotch napkin, size 22 inches.
AT \$2.50 INSTEAD OF \$3.00.—Heavy quality of bleached Irish napkin, size 24 inches.
AT \$3.49 INSTEAD OF \$5.00.—Extra heavy quality of bleached Irish napkin, size 24 inches.
AT \$4.69 INSTEAD OF \$6.50.—Extra heavy weight Scotch bleached napkin, size 25 inches.
AT 5c. INSTEAD OF 8c.—1,500 yards of wash Russia crash.
AT 8c. INSTEAD OF 10c.—All linen bleached Scotch crash.
AT 10c. INSTEAD OF 12 1/2c.—All linen bleached Irish crash, 17 inches wide.
AT 12 1/2c. INSTEAD OF 15c.—All linen extra heavy homespun Russia crash, 17 inches wide.
AT 15c. INSTEAD OF 18c.—All linen extra heavy Barnsley crash, 18 inches wide.
AT 25c. INSTEAD OF 39c.—Extra heavy all linen hemmed huck towel, size 22x44.
AT 25c. INSTEAD OF 39c.—Webb's dew bleached and old bleached huck towels, hemmed and hemstitch, plain white and colored borders.
AT 25c. INSTEAD OF 39c.—Extra large bleached Turkish towel, size 27x54.

Frederick Loeser & Co.

BROOKLYN.

Most Important Shirt Sale Ever Originated
Day and Night Shirts for Men and Boys
At Prices That Are Below Cost.

This is of interest to every man in Brooklyn, and Manhattan, too—for such shirts have never been sold so low before. It is true that we have a selfish reason for giving these lowest prices. We are after the men who are not already customers of ours. We know that a first introduction to Loeser's men's furnishing store makes a lasting friend—and while making new friends we at the same time extend extraordinary benefits to the old ones. The prices really average less than cost—and all are the better kinds of shirts—our regular shirts that our customers know well and will best understand the price sacrifice.

39c. for Men's 75c. and \$1.00 Shirts, Sizes 13 1/2 to 18.
95c. for Men's \$1.50 to \$2.00 Fancy Shirts, Sizes 13 1/2 to 18 inches.

A certain first-class maker has ceased to make unlaundered shirts and closed out all of his stock to us; hence these 75c. and \$1.00 pure linen bosom unlaundered shirts of New York Mills and Union Nonpareil muslin, at 39c.

59c. for Men's \$1.00 Laundered Shirts, Sizes 13 1/2 to 17 1/2.

To introduce you to our regular 75c. white laundered shirt, which is the usual \$1.00 quality, we mark them 59c. for this sale; open back and front, long bosom style; open back only, long and short bosom; no more than 6 to a customer.

85c. for Men's \$1.50 Laundered Shirts, Sizes 13 1/2 to 17 1/2.

We are selling nearly 20,000 of that splendid dollar white shirt of ours every year; we want to double the quantity. It is equal to the best regular \$1.50 shirt made and better than 90 per cent of them. To introduce new people to it we make the price for this sale 85c., but we will not sell more than 3 to a purchaser at that price; open back and front and open back only, long and short bosom, five sleeve lengths.

55c. for Men's \$1.00 Fancy Shirts, Sizes 13 1/2 to 19 inches.

This is absolutely the biggest fancy shirt bargain ever offered. Men's madras and percale shirts of stripes and figures, every shirt of this season's style and making, and not a shirt in the entire lot worth a penny under a dollar: all at 55c.

75c. for Men's \$1.50 Fancy Shirts, Sizes 13 1/2 to 18 inches.

Men's stiff bosom shirts of imported and American madras cloth, and the new plaited bosom shirts of madras and percale, all this season's styles and making.

These new fancy plaited bosom shirts are fresh from the maker's hands. The patterns and shapes are the very newest, making the very best—equal to custom work. They are all of them the styles that will be worn all spring; in fact you will be comfortable in them from January to July. Absolutely the finest lot of shirts ever placed on a store's counters.

37c. for 59c. to 75c. Night Shirts, Sizes 14 to 19 inches.

Men's fancy trimmed twill and regular muslin night shirts, splendidly made and generously big, with fancy imported trimmings.

75c. for Men's \$1.00 to \$1.50 Night Shirts, Sizes 14 to 19 inches.

Men's white, blue and pink pattern night shirts with tasteful trimmings; the most comfortable night shirts at any price.

Boys' Shirts and Night Shirts—Second Floor 29c. for 50c. Unlaundered Shirts.

There are only about 600 of them and the best lot ever sold at anywhere near the price.

39c. for Boys' 75c. Fancy Shirts.

Fancy stiff bosom and negligee styles, the colors and shapes boys like.

55c. for Boys' \$1.00 to \$1.25 Shirts.

Splendid fancy shirts in stiff bosom and negligee style, madras and percale. A big lot of them, but they'll go quickly.

29c. for Boys' 45c. Night Shirts.

Plain white muslin or with fancy trimmings, splendidly made.

37c. for Boys' 59c. Night Shirts.

The best boys' muslin night shirts we have ever had under 75c. Not a big lot of them.

Brushes and Soaps
—Exceptional Prices.

Section B—Not C. O. D.

Important enough to give you a list, and yet all of them cannot be mentioned. Thousands of tooth brushes, bone handles, all pure bristles, 5c. and 10c.; regular 10c. to 19c.

Tooth brushes—a lot of extra fine imported tooth brushes, best quality bristles, plain and carved bone handles, at 15c.; regular 25c.

Hair brushes—all pure bristles, polished wood backs, at 15c.; regular 25c.

Hair brushes—solid backs, in real bone and assorted woods, 25c.; regular 39c.

Hair brushes—solid wood backs, all pure bristles, bleached and unbleached, 49c. and 49c.; regular 50c. to 75c.

Hair brushes—best quality bristles, extra stiff, solid wood backs, 98c.; regular 1.25.

Military hair brushes, 15 rows, solid bristles, nickel-plated backs, 25c.; regular 49c.

Complexion brushes—pure goat hair, polished wood backs, 19c.; regular 25c.

Complexion brushes—best quality goat hair, polished wood backs, 29c.; regular 39c.

Hatrim brushes, oval spiral shape, pure bristles, 25c. each.

Clothes brushes, large size, extra fine quality, white and black bristles, in as sorted wood backs, 49c.; regular 69c.

Shaving brushes, pure bristles, in wood and bone handles, 19c.; regular 15c.

Shaving brushes, pure bristles, in fine bone handles, 10c.; regular 25c.

Shaving brushes, "Adams" javin cubic, pure bristles, in bone handles, metal bound, warranted not to shed bristles, 49c.; regular 69c.

Nail scrubs and brushes, white and mixed bristles, polished wood backs, 15c. and 19c.; regular 30c. to 35c.

Nail scrubs, plain wood back tampon, 2c. each.

Turkish bath brushes, all pure bristles, strap back, all warranted, 49c.; regular 69c.

Bath brushes, best quality bristles, long bent handles, 45c.; regular 59c.

Violet tongue toilet soap, large cakes, 2c. per cake.

Transparent glycerine soap, half pound bars, 4c. per bar.

Pure olive oil soap, half pound bars, 4c. per bar.

White Castile soap 1 lb. bars, 5c. per bar.

Witch Hazel soap, box of 3 cakes 10c.

French toilette soap, highly perfumed, 4 large cakes in box, 15c.

White All soap—unparalleled for the toilet, bath and nursery, being free from all impurities; for one day only at this special price, 10c. per box of 3 cakes instead of 25c. per box.

50,000 Yards of Newest Silks.

An Event in Silks Never to Be Forgotten.

All Brooklyn remembers the Loeser silk sales of a year ago—they made history. However, the past is not the new, but it has put us on our mettle, and we have anticipated your watch on this month and for weeks have been gathering for an event which is focused on to-morrow's opening. The curtain rises Monday on the most charming of useful new silks of good quality, and at prices that will make new silk history and permanently establish the Loeser silk supremacy in Brooklyn.

59c. for Our Regular 79c. Colored Taffeta.

5,000 yards elegant quality bright and strong, over fifty carefully selected shades, light, medium and dark; also white and black.

69c. for Regular 98c. Black Paillette de Sole.

6,000 yards, beautiful quality, beautiful black, soft and durable—a startling bargain at 69c.

2,500 Yards 27-inch Reversible Black Peau de Sole at \$1.10, Really worth \$1.50.

Unmistakably the best bargain ever offered in black peau de sole.

5,000 Yards 21-inch Warp Print Louise & Taffeta Silks, \$1.00, Original Price \$1.50.

These are in the latest combinations of colors and some have additional white satin stripes, which makes them doubly effective.

Opening of Complete Stock of 1902.

Printed Liberty Satins at 75c., 79c., 89c., 98c., \$1.00, and \$1.25.

Exclusive designs, each pattern a work of art, and 20,000 yards in the collection.

5,000 Yards Novelty Waist Silk at 79c., Original Prices \$1.25 and \$1.35.

The balance of a manufacturer's stock—immense variety—all at 79c.

And we desire to draw attention to the fact that we sell at \$1.00, \$1.25 and \$1.50 the best black peau de sole, black satin duchess, black dress taffeta, black gros grain silk, obtainable, and our "guaranteed" black taffeta at 59c., 69c., 79c., 89c. and 98c. are unequalled in Greater New York.

We are in receipt of a consignment of the celebrated "Antoine Givinet & Co." guaranteed Black Dress Taffeta Silks.

At 69c., \$1.00, \$1.25 and \$1.50, Regular Prices 89c. to \$2.00.

Never Equalled Dress Goods Offer.

Black and Colored Fabrics for 1902.

Wool Crash 29c., Worth 60c. Black Cheviot 49c., Worth 85c.

In seasonableness, quality, individuality and price these two offers, we believe, have never been equalled in dress goods selling. The weaves and colorings couldn't be better, and what everybody will want for the coming season.

The Wool Crash at 29c. is a phenomenal bargain, 60c. is really a modest price for it—copies of the finest imported fabrics, which are to be the favorites this spring—new, stylish, serviceable, and to show you how beautifully it makes up we have some gowns in the Fulton street windows worth looking at—don't they look as if they had been made of \$1.00 stuff? We have 14,000 yards at 29c., strictly all wool—silver grey, medium and dark Oxford, navy, cadet, tan, fawn and brown mixtures. There will be a rush for this—it will hardly touch our counters.

The Black Cheviot at 49c. has always been sold everywhere at 85c. We offer 3,000 yards of it. It is heavy, all wool, jet black, and finished in a very superior manner—a beautiful cloth. And, then, you know all wool fabrics are going up in prices.

Big January Sale of Lace Curtains.

Enough white Nottingham curtains to make 3,500 people glad if they were divided among them. The clean up of a lot from one of the biggest wholesale importers in New York, and the prices much less than wholesale—they are all new patterns, just such as you like best—someone is losing money on them. Also three lots of beautiful ruffled muslin curtains, just as cheap in proportion. The prices of all follow:

3,500 Pairs White Nottingham Curtains at 59c., 79c., 89c., \$1.19, \$1.58, \$2.12 Pair.

And a Lot of Ruffled Muslin Curtains at 69c., 89c., and 98c. Pair.

1 lot, 3 yards long, full width, and stripes designs, special full ruffled ruff, at his pair.

1 lot, 3 yards long, full width, and stripes designs, special full ruffled ruff, at his pair.

1 lot, fine quality figured and striped muslin curtains, large assortment of patterns, at 98c. pair.

Second Week of Muslin Underwear.

Thousands of New Garments Added—Unequalled Prices.

The first week of this now historic event in mid-winter merchandising has been the most successful known in the business. The second week bids fair to even surpass the first. Last Monday's inclement weather kept many away, and to meet their daily inquiries we have succeeded in adding many thousand new garments for this week, making the quantities, assortment and little prices in keeping with the opening day. There never were so many wide differences between the Loeser garments and the ordinary kinds generally sold elsewhere. There never were such low price advantages. There are surprises for you at this year's sale that will grow in importance the more you become acquainted with them.

A Triumph in Fur Selling.
Furs at 1/2 and Less Than the Prices of Yesterday.

\$22,000 Worth of Furs for \$11,000.

Second Floor, Take Revolving Stairway.
And this means really a great deal more than half price, as the goods represent the very pick of the stock of the very best makers. Every piece is new, in perfect order and desirable in every way. We have no hesitancy in declaring that we honestly believe (and we know pretty well that has been done in this way) that there never has been such really good furs offered at such low prices. We consider it the fur opportunity of a lifetime. The collection includes everything that is desirable—jackets and coats and capes in Persian lamb, sealskin, baby astrachan, near seal. Also hundreds of muffs, scarfs, boas and all styles of neck pieces in sable and Isabella fox, mink, Alaska sable, near seal, otter, Hudson Bay sable, blended marten, bear, black lynx and fox, astrachan, chinchilla, blue lynx and all other fashionable furs.

Jackets and Coats.

AT \$18.25, VALUE \$33.00.—Electric seal jacket, high rolling collar, large revers, lined with Skinner's best satin.

AT \$21.00, VALUE \$42.00.—Near-seal jackets, fine quality, with high rolling collar and large revers, made in accord with the newest models, lined with fancy silk.

AT \$24.00, VALUE \$39.00.—Finest quality of Near-seal jacket, with rolling collar and large revers, 24 inches long, lined with Skinner's best satin.

AT \$38.00, VALUE \$78.00.—Near-seal jacket, 22 inches long, extra quality, lined with Skinner's satin, high collar and revers of Persian, dark mink or beaver.

AT \$58.00, VALUE \$118.00.—Persian lamb jacket, 22 inches long, fine luxurious skins, high rolling collar and cuffs of Baum marten, mink or chinchilla.

AT \$79.00, VALUE \$159.00.—Persian lamb jacket, 22 inches long, fine quality, Leaping dye, luxurious skins, regular cut, bell sleeve.

AT \$89.00, VALUE \$179.00.—Baby astrachan coats, 20 inches long, high rolling collar and revers of dark mink, blended Baum marten, lined with delicate shades of brocade silk.

AT \$112.50, VALUE \$225.00.—Mournt astrachan automobile coats, 42 inches long, lined with fancy silk, large revers, collar and cuffs of Baum marten, mink and chinchilla.

AT \$129.00, VALUE \$258.00.—Seal skin coat, Rose's London dye, 22 inches long, stylish design, high rolling collar, large revers, double-breasted, perfect fitting, lined with the best grade of satin.

AT \$22.50, VALUE \$45.00.—Brown up-sheen scarf, satin dye, with cluster of tails, finished with safety chain.

AT \$29.00, VALUE \$58.00.—Electric seal scarf, lined with cluster of tails and safety chain.

AT \$39.00, VALUE \$78.00.—Alaska sable scarf, lined with cluster of tails and safety chain.

AT \$49.00, VALUE \$98.00.—Black lynx scarf, lined with cluster of tails and safety chain.

AT \$59.00, VALUE \$118.00.—Blended Baum marten scarf, with cluster of tails, finished with safety chain.

AT \$69.00, VALUE \$138.00.—Blended Baum marten scarf, with single streamers effect, XXXX quality.

AT \$79.00, VALUE \$158.00.—Finest quality of Persian Eastern mink scarf, with 3 mink tail streamers, 38 inches long.

AT \$89.00, VALUE \$178.00.—Chinchilla scarf, rich blue color, large and full, with four 20-inch wolverine streamers.

AT \$99.00, VALUE \$198.00.—Natural Hudson Bay seal scarf, 2 yards, with cluster of 8 tails and paws, very dark and handsome.

Capes.

AT \$14.85, VALUE \$31.00.—Near-seal capes, 30 inches long, full sweep, collar and trimming down front of skunk opossum.

AT \$22.00, VALUE \$45.00.—Near-seal cape, 30 inches long, choice quality, full sweep.

AT \$81.00, VALUE \$165.00.—Persian lamb cape, Leaping dye, fine luxurious skins, 30 inches long, full sweep.

AT \$198.00, VALUE \$425.00.—Fine quality Eastern mink cape, 33 inches long, 115 inches sweep, with 6-inch mink tail trimming around lower part; also collar and front with edge to correspond.

Muffs.

AT \$1.35, VALUE \$2.98.—Near-seal muffs, 14-inch block, down bedding.

AT \$1.85, VALUE \$3.98.—Electric seal muffs, full size, down bedding.

AT \$3.75, VALUE \$8.75.—Persian muffs, good quality, full size, down bedding.

AT \$22.25, VALUE \$44.75.—South American muffs, full size, down bedding.

AT \$22.25, VALUE \$44.75.—South American seal muffs, 23-inch block, down bedding, extra quality.

AT \$3.90, VALUE \$9.50.—Alaska sable muffs, good quality, full block.

AT \$5.90, VALUE \$12.75.—Sable fox muffs, down bedding, full size.

AT \$6.25, VALUE \$13.50.—Alaska sable muffs, extra quality, full size, down bedding.

AT \$9.99, VALUE \$21.00.—Blended mink muffs, extra size, 3 stripes.

AT \$10.85, VALUE \$21.75.—Isabella fox muffs, extra size, fine full fur.

AT \$11.75, VALUE \$23.50.—Brown bear muffs, extra size, down bedding.

AT \$12.75, VALUE \$25.50.—Blended mink, 5 stripes, extra fine grade.

AT \$13.50 INSTEAD OF \$28.00.—Fine quality dyed otter muffs, extra size.

AT \$16.50, VALUE \$33.00.—Emment muffs, 28-inch block, down bedding, fine fur.

AT \$20.75, VALUE \$41.50.—Blended Baum marten muffs, 3 stripes, XXXX quality, full size.

AT \$41.00, VALUE \$82.00.—Blended Hudson Bay seal muffs, 3 stripes, fine quality, down bedding, full size.

AT \$49.00, VALUE \$98.00.—Natural Hudson Bay seal scarf, 2 yards, with cluster of 8 tails and paws, very dark and handsome.

AT \$59.00, VALUE \$118.00.—Blended Baum marten scarf, with cluster of tails, finished with safety chain.

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